
THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

January 1986, Vol. 16, No. 1

LEGAL SERVICES AND EDUCATIONAL ASSISTANCE NOW TAXABLE

On December 31, 1985, Code Sections dealing with group legal services plans and educational assistance plans were due to expire, according to a report released by Hewitt Associates. The effect of the expiration of these provisions is that employer-provided reimbursement for legal services and educational expenses (non-job-related) are now taxable income to the employee.

In an effort to continue these provisions until addressed by tax reform legislation later this year, Congress attempted to pass a seven-month extension. Congress adjourned, however, without granting additional time.

It should be noted that the pending tax reform legislation would extend both Code Sections for another two years. Nonetheless, employers still enter 1986 without these tax exclusions in effect.

LABOR-MANAGEMENT CONFERENCE REPORT AVAILABLE

At the Second National Labor-Management Conference, much of the discussion revolved around the emergence and growth of a wide variety of quality of work life and employee involvement efforts which are changing the way labor relations are conducted in this country. Selected speeches, position papers and excerpts from panel discussions are now available in a report published by the U.S. Department of Labor.

The selections available highlight the key points and issues raised by more than 80 speakers at the conference. Included in the 118-page report is the opening address by Tom Peters, co-author of In Search of Excellence. In his speech, Peters explained that people are at the heart of the ongoing revolution in management techniques he found in his research of the best run companies in the U.S.

The second conference drew more than 1,000 participants and speakers in 1984. The Third National Labor-Management Conference will be held May 28-30, 1986.

To order: send a self-addressed mailing label to the Bureau of Labor-Management Relations and Cooperative Programs, U.S. Dept. of Labor, Room N5419, 200 Constitution Avenue, N.W., Washington, D.C. 20210. No charge.

"PEOPLE" SKILLS
BRING SUCCESS

What separates average professionals from the company superstars? According to consultant Ken Macher, those who have the skills to work well with others will realize a greater degree of corporate success.

Macher claims the following skills are necessary in order to work most effectively with others:

1. Appreciate values -- your own and those of others. Uphold your own values, but respect the fact that others also have equally valid beliefs.
2. Remain focused on the goal. Reaching solutions and getting work done must take precedence over being "right."
3. Control destructive impulses. Learn not to do and say things. Recognize that negative feelings exist, but don't act on them.
4. Do not take things personally. Give others some slack; allow them to blow up once in a while without taking it personally.
5. Remain open to alternative solutions. Avoid committing yourself to a single solution. Allow others to participate in the problem-solving process.
6. Redefine situations. Attempt to redefine situations in such a way that solutions become apparent. It's the old question of whether the glass is half full or half empty; present things in a positive light.
7. Do not be unwisely nice. Giving in for the sake of peace is not acceptable. Caring for people can take the form of discipline.
8. Do not involve others unnecessarily. Avoid gossip or needlessly drawing others into issues that do not involve them.
9. Understand trust. Do not naively trust everyone, and do not share sensitive thoughts until a relationship has been established. On the other hand, recognize that someone must take the first step.
10. Be gracious. Avoid giving ultimatums or pulling back whenever possible.
11. Seek help when it is needed. Sometimes people are simply too close to a situation to see it clearly. When that happens, call in a third party who can see things more objectively.

Source: Personnel Journal, 245 Fischer Avenue B-2, Costa Mesa, California 92626.



1986 Fifteenth Annual NESRA Mail—O—Graphic Bowling Tournament



Official Team Entry Form—Each team must submit a separate entry form.
Duplicate this form if necessary. (Please Print).

Check Correct Division

☐ Men—600 to 1000 average

☐ Mixed—500 to 900 average

☐ Women—500 to 900 average

Team Name		List Actual Scores Here					Official Use Only (Leave Blank)	
Company	Average	1st Game	2nd Game	3rd Game	SERIES	HDCP.	Grand Total	
Names								
1. (Captain)								
2.								
3.								
4.								
5.								
Date Bowled								
TOTALS ▶								

- Rules:
1. Only bona fide employees, family members, and retirees of companies affiliated with the National Employee Services and Recreation Association may participate in this tournament.
 2. ABC and WIBC rules govern the competition; you need not be a sanction member.
 3. Entry fee—\$20.00 per company (unlimited number of team entries). **Bowlers may participate only once in the divisions they qualify** (ex. men or women and mixed).
 4. National and regional champions in **all** divisions will receive a company trophy and individual awards. *A special drawing from all entries, regardless of scores, will be held, and a Brunswick bowling ball will be given in each region.*
 5. Entries must bowl as a team and on the same date. **Teams must have five bowlers (mixed teams minimum of two women bowlers).** Bowl only one time.
 6. To determine average:
 - A. Use current average if bowler has bowled 21 or more games in 1985-86 league.
 - B. If A (above) doesn't apply, use average at end of 1984-85 league.
 - C. If A and B (above) don't apply, do not fill in any average for bowler. It will be calculated by the Tournament Coordinator.
 - D. Any man with 200 or better average, and any woman with a 180 or better average, will not get any handicap. Handicaps are 75% of difference between average and 200/men & 180/women.
 7. Teams may use league bowling scores for tournament and return entry forms to league secretary (no team entry fee is required). Company recreation coordinator is responsible for sending in \$20.00 company entry fee with entry forms. Entries and fees must be received no later than March 30, 1986.
 8. Handicaps and totals will be figured by the NESRA coordinator. (Leave Blank.)
 9. Make checks payable to: NESRA BOWLING TOURNAMENT.
 10. League secretaries or recreation coordinators should retain actual bowling sheets and return all entry forms, along with the appropriate entry fee, to:

Jack C. Jarvis
Kohler Co.
444 Highland Drive
Kohler, WI 53044

The undersigned certifies that all bowlers listed on this entry form are employees, family members, a retiree and/or spouse of the:

Name	
Address City, State, and Zip	
Region	
Signature of League Secretary	Signature of Company Coordinator



Fifteenth Annual
BOWLING TOURNAMENT
February 1, 1986 Thru March 19, 1986



3 DIVISIONS—75% HANDICAP

MEN (5 Bowlers) 600 to 1000 average	MIXED (5 Bowlers) 500 to 900 average	WOMEN (5 Bowlers) 500 to 900 average
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Dear NESRA Member:

With this flyer and entry form, we are proud to announce the 1986 Fifteenth Annual NESRA Mail-O-Graphic Bowling Tournament. This tournament is an extremely simple event for you to offer to your employees. Follow these few easy steps and provide some additional excitement for your bowlers:

1. Duplicate the back of this form and have the league secretary distribute one to each bowling team. (Pick a specific NESRA Tournament league time—only bowl **once**—do **not** pick the best of several series bowled at different times).
2. Have team captains complete entry forms upon completion of bowling and return to league secretary to be returned to you.
3. Certify eligibility of bowlers and return all entries with a \$20.00 entry fee (\$20.00 covers unlimited number of team entries) to:

Jack C. Jarvis
Kohler Co.
444 Highland Drive
Kohler, WI 53044

Results will be compared and regional and national champions will be announced. We are looking forward to our most successful bowling tournament ever, so join the fun and send in your entries. If you have any questions, please contact the NESRA Bowling Tournament Coordinator, Jack C. Jarvis: 414/457-4441.

ENTRIES MUST BE RECEIVED NO LATER THAN

MARCH 30, 1986

Mail—O—
Graphic

**CO-SPONSORED BY
BRUNSWICK RECREATION
CENTERS**

STUDY REVEALS
INNOVATIVE
BENEFITS

Looking to our northern neighbors for new ideas, Hewitt Associates conducted an Innovative Benefits study in Canada. The survey was undertaken to uncover new and different rewards being offered by Canadian employers to enhance their overall benefit packages.

"More and more companies are looking for creative, meaningful perquisites for their employees," said Hewitt's Robert McKay. "Many of the ideas are simple and relatively inexpensive compared to 'traditional' benefits, yet these are the things that make a company special in the eyes of its employees."

The focus of the paper is on the creativity of the benefit ideas. Highlights include:

- Business driving benefit - Employees who drive frequently on their job receive defensive driving courses, first aid kits and first aid training.
- Cultural subsidy - The company will pay one-third of the cost of tickets to cultural activities, such as theatre, ballet, museums, etc., up to \$100 per year per employee.
- Breaktime reading program - A rack with magazines is left out in the cafeteria to provide reading materials for breaks and lunchtime.
- Trade-in vacation days - Employees can trade up to five unused vacation days for other employee benefits.
- Better neighborhood fund - The company will pay up to \$750 per year to nonprofit groups organized by employees to improve their neighborhoods.
- Lunch and learn program - Interested employees can attend lunchtime talks on a variety of subjects including stress management, weight control, computer literacy, fashion and travel.
- Company freight vans - Employees can use company vans during off hours to move furniture, belongings or other large items.

To order Innovative Benefits: write Cathy Schmidt, Hewitt Associates, 100 Half Day Road, Lincolnshire, Illinois 60015. Available at no charge.

SEASONAL NOTE

Also included in the benefits study were some ideas to keep in mind as Valentine's Day approaches. One company pays half the cost of an annual Valentine dinner dance at the best hotel in town. At another, employees receive a one-pound box of chocolates. And each employee of another firm is given a flower to celebrate Valentine's Day.

THE 1986 NESRA AWARDS PROGRAM

The 1986 NESRA Awards Program recognizes outstanding programs and promotions in the field of employee services and recreation. Entrants need not boast of multi-million dollar ventures or facilities; rather, the judging committee looks at how employee services administrators use their imagination, creativity and resources to meet the needs of their workforce.

As in the past, NESRA will recognize excellence in overall employee programming with the NESRA/Eastwood Award, excellence in specific employee activities and events with Certificates of Excellence, and excellence in the areas of promotion and publicity with Promotional Awards. To provide greater incentive, companies can compete in four divisions based on company size for the Eastwood Award, and two categories -- companies that have full time paid staff and companies that have less than full time staff or volunteers running their programs -- for the Promotional Awards. Both small and large companies are encouraged to enter and gain the recognition they deserve.

A distinguished panel of judges will select the 1986 Awards winners. They include:

- Bob Crunstedt, CESRA
Awards Chairman
NESRA Vice President of Member Services
- Ann Foster
Region IV Director
- Raymond Lapierre, CESRA
NESRA Vice President of Finance & Treasurer
- Wayne Lee
Region IV Senior Director
- Jody Merriam, CESRA
Region VII Senior Director

To receive the 1986 Awards Program brochure and entry form, members should write to NESRA headquarters, 2400 S. Downing Ave., Westchester, IL 60153. Entries must be postmarked no later than midnight, March 14, 1986. All winners will be announced at the 1986 NESRA Conference and Exhibit in Long Beach, May 14-18.

TOURNAMENT UPDATE

All NESRA members are reminded to send in their annual fishing contest company entry forms as soon as possible. Hurry - the deadline is January 31, 1986.

For more competition, look for information on the 1986 NESRA Photo Contest to be coming in the mail soon.

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MIDDLE MANAGER SALARIES UP 6%

Annual salaries for middle managers increased 6% nationally in 1985, according to a survey conducted by the Administrative Management Society. Overall, middle-level managers averaged \$34,210 annually, up from \$32,270 in 1984. Plant managers averaged the highest salary at \$45,700, followed by sales managers in second and personnel directors in third.

In the field of personnel, personnel directors averaged \$41,500. This category was followed by training and development managers at \$36,300; compensation managers at \$35,800; benefits managers at \$34,300; and employment managers at \$32,000.

Looking at the data on a regional basis, managers working in the west earned the top salaries, at \$35,605. By industry, managers working for utilities earned the highest salaries, averaging \$40,000.

As in last year's survey, more than half of the U.S. companies granted managers salary increases solely on merit. Another 28% gave raises based on a combination of merit and general, and the remainder gave general or cost-of-living increases only. The average merit budget increase in 1985 was 5.6%, with 5.5% being planned for 1986.

For more information: contact Amelia Harper, Administrative Management Society, 2360 Maryland Road, Willow Grove, PA 19090.

LABOR FOCUS: WORK AND FAMILY LIFE

The U.S. Department of Labor announced its first national industrial relations conference focusing on work and family life. On April 14-15, corporate and union representatives, industrial relations professionals, family advocates and government officials will discuss the emerging issues in reconciling the demands of work and family life.

Panel discussion topics include alternative work patterns; child care issues; parental leave policies; employee assistance programs; and labor-management relations.

For further details: contact Nancy Sainburg of the Bureau of National Affairs at (202) 728-3371.

FEMALE JOGGERS
BEWARE

Recently, national attention has focused on a serious drawback of running - assaults on female joggers. Help protect your employees by passing along these tips recommended by The National Safety Council:

- Don't run in isolated areas. Stay on well-lighted, populated paths.
- Run in a familiar area, but vary the time and exact route to discourage a planned assault.
- Save the safest leg of your run for the end, when you are most tired.
- Tell a friend where you usually run. Carry a whistle, money for a phone call and identification.
- For extra assurance, notify a household member or neighbor before starting your run. Estimate your time of return as a gauge to judge if you're long overdue.

Source: Cambridge Associates, 316 Stuart Street, Boston, MA 02116.

IMPROVE YOUR
BUSINESS LETTERS

"While advances in electronic mail, personal computers and word processors have helped the average executive get more information to more people, they have not taught him or her how to effectively present that information," says William Fredericks, vice president of Brown House Communications.

"The average business letter today is too long, too stilted and too confusing. The letters that get to the point, quickly and politely, are the ones that get results."

Fredericks offers four simple steps to help you write better business letters:

1. Know what you want to say before you try to say it. Think before you write. You should be able to state the purpose of your letter in one complete sentence.
2. Be direct. Once you've decided what to say, say it in as few words as possible. Be polite, but get to the point.
3. Use the active voice. Use active words, too. Short, simple words are usually more powerful than long, trendy ones.
4. Be yourself. Too many in business confuse the challenge of writing well with the task of sounding important. When you write, pretend you're talking to a friend.

To order: Four Steps to Better Business Letters, Brown House Communications, P.O. Box 15457, Stamford, CT 06901. \$5.

1986 NATIONAL
HEALTH OBSERVANCES

Health observances are special months, weeks and days devoted to the promotion of particular health concerns. Use these special dates to launch a health promotion activity, stimulate awareness of health risks, or begin a disease prevention program.

Most of the sponsors listed have promotional materials ranging from simple informational flyers to complete packets of media campaign materials. Contact the sponsoring organization directly for more information.

MARCH

National Kidney Month National Kidney Foundation, 2 Park Ave., New York, NY 10016.

National Nutrition Month American Dietetic Association, Sales Department, 430 North Michigan Ave., Chicago, IL 60611.

Red Cross Month American Red Cross, Public Affairs, National Headquarters, 17th and D Streets, N.W., Washington, D.C. 20006.

March 1-7 National Physical Education and Sport Week American Alliance for Health, Physical Education, Recreation and Dance, 1900 Association Dr., Reston, VA 22091.

March 1 - April 7 National Easter Seal Campaign National Easter Seal Society, 2023 West Ogden Ave., Chicago, IL 60612.

March 2-8 National PTA Drug and Alcohol Abuse Prevention Week National PTA, 700 North Rush St., Chicago, IL 60611.

March 3-9 Save Your Vision Week American Optometric Association, Communications Division, 243 North Lindbergh Blvd., St. Louis, MO 63141.

APRIL

Cancer Control Month American Cancer Society, Public Information Department, 4 West 35th St., New York, NY 10001.

Health Fair Month National Health Screening Council for Volunteer Organizations, Inc., 9411 Connecticut Ave., Kensington, MD 20895.

April 6-12 World Health Week April 12 World Health Day American Association for World Health, 2121 Virginia Ave., N.W., Washington, D.C. 20037.

April 20-26 National Organ Donor Awareness Week American Council on Transplantation, 4701 Willard Ave., Suite 222, Chevy Chase, MD 20850.

April 28 - May 4 Clean Air Week American Lung Association, 1740 Broadway, New York, NY 10019.

Source: National Health Information Clearinghouse, P.O. Box 1133, Washington, D.C. 20013-1133.

NESRA 1985
REGIONAL GOLF
TOURNAMENTS

A total of 84 players participated in the Region II golf tournament held August 24-25 at the Culbertson Hills and Riverside Golf Clubs located outside of Erie, PA. The winners and their scores are as follows: "A" Flight, Babcock & Wilcox, 457; "B" Flight, Inland Div. #3, 474; "C" Flight, ERSA, 530. The women's division winner was Lord Corp., 652. Men's low gross winner was Jim Bielaski, Wash. Gas #1, 146; low net winner was Frank Shulock, Inland Div. #3, 126. Women's low gross winner was Sue Clark, Lord, 210; low net winner was Mary Winschel, Lord, 122. Thanks go to Russ King, tournament director, from Lord Corp. and the Erie chapter, for a well-run tournament.

Sandestin Beach Resort in Florida was the setting for the Region IV tournament, September 13-15. Hosted by the Monsanto Employees Golf Association, the tournament drew 128 participants. Winners were: "A" Division, DuPont SRP, 435; "B" Division Lockheed, 439; "C" Division, DuPont SRP, 437. Ladies' Division winner was Idalee Low, Lockheed, with a score of 141. A NESRA thank you goes to the MEGA and Tom Werner.

Motorola played host to the 16th Annual Region VII tournament which had 301 participants. The tournament was coordinated by Bill Bruce and Bob Scallon and was held August 31 - Sept. 1 at the American Canyon Hotel Racquet & Golf Resort, Palm Springs Country Club and Mesquite Country Club in the Palm Springs, California area. The Region VII winners and their scores follow:

Division "A" (tie) Hughes Fullerton #1 and Hughes Fullerton #2, 430; Division "B", Xerox #1, 414; Division "C", Hughes Fullerton #5, 427; Division "D", Garrett Turbine Engine Co. #1, 416. Ladies' Satellite Division winners included: Division "A", Hughes Fullerton #2, 410; Division "B" (tie), Home Savings and Hughes Fullerton, 441. Men's low gross winners were Gordon Brown, Solar and J. Demaree, Hughes Fullerton, 154; low net winner was Ben Bean, Solar, 123. Ladies' low gross and low net winner was Melissa Losson, Hughes Fullerton, with a low gross score of 159 and low net score of 131.

INTERN PROGRAM
SURVEY RESULTS

NESRA recently surveyed members who offer internship programs. A total of 78 surveys were sent out and 51 were completed and returned. From those returned, we discovered that 43% pay their interns with 50% paying in the form of a regular salary and 50% in the form of a periodic stipend. The remaining 57% do not pay their interns. Some companies provide their interns with free meals in the company cafeteria in lieu of payment. It was also discovered that 20% provide some form of housing while the remaining 80% do not. For those who do not, many assist the intern in securing a place to stay.

NESRA would like to thank those members who participated in the survey.



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PBS SERIES TARGETS HEALTH

Beginning this month, tune in to "Bodywatch," the Public Broadcasting System's new nine-part health series hosted by Dick Cavett. Each half hour program contains a how-to section designed to be video-taped by the viewer. At the end of the series, PBS says, you'll have a "video tool kit for your body."

The schedule of "Bodywatch" is as follows; check your local PBS station's listings for exact date and time.

Week of March 24	"In Search of the Perfect Day"
April 5	"Fighting Fat"
April 12	"Stress to Your Advantage"
April 19	"Will to Be Well"
April 26	"Building Better Babies"
May 3	"Nobody Ever Died of Middle Age"
May 10	"Back on Track"
May 17	"Designer Bodies"
May 24	"Coralling Your Cravings"

NESRA JOINS NATIONAL EFFORTS

NESRA is currently in the process of joining the American Recreation Coalition, a Washington-based recreation lobbying group. Randy Schools, Vice President, Public and Government Affairs, attended a recent meeting and feels that the group's national efforts and contacts will be valuable to NESRA.

On March 13, NESRA representatives are meeting with ABC officials concerning NESRA's involvement with Project Literacy U.S. (PLUS). The meeting's purpose is to brainstorm on the possible roles NESRA members can play in the national campaign to fight adult illiteracy. Look for more information soon on NESRA's involvement.

IMPROVING
EMPLOYEE
EFFECTIVENESS

The following suggestions for managers, submitted by John Niehaus, Region V Director, were developed by Sperry Corp.'s Non-Financial Rewards Task Force.

1. Let each worker know where he/she stands.
2. Give credit where credit is due.
3. Inform workers of changes in advance.
4. Gain your workers' confidence.
5. Know all your workers personally.
6. Listen to your subordinate's proposals.
7. If a person's behavior is unusual for him/her, find out why.
8. Try to make your wishes known by suggestion or request whenever possible.
9. Explain the why of things that are to be done.
10. When you make a mistake, admit it and apologize.
11. Show workers the importance of every job, thus satisfying the need for security.
12. Criticize constructively, give reasons for your criticism and suggest ways performance can be improved.
13. Precede criticism with a mention of a person's good points; show him/her you are trying to help.
14. Do as you would have your people do.
15. Be consistent in your actions.
16. Take every opportunity to demonstrate pride in the group.
17. If one person gripes, find out his/her grievance.
18. Settle every grievance if at all possible.
19. Set short and long range goals by which people can measure progress.
20. Back up your workers.
21. Let workers participate in plans and decisions affecting them.

**NATIONAL HEALTH
OBSERVANCES**

Judging from the positive response, many of you are interested in the National Health Observances for 1986. Listed below are the highlights for May:

Better Hearing and Speech Month National Association for Hearing and Speech Action, Public Affairs, 10801 Rockville Pike, Rockville, MD 20852.

Correct Posture Month Director of Communications, American Chiropractic Association, 1916 Wilson Blvd., Arlington, VA 22201.

National High Blood Pressure Month National High Blood Pressure Education Program, 120/80 National Institutes of Health, Bethesda, MD 20892.

National Physical Fitness and Sports for All Month Director, Community Programs, President's Council on Physical Fitness and Sports, Judiciary Plaza, 450 Fifth St., N.W., Suite 7103, Washington, DC 20001.

Older Americans Month Administration on Aging, 330 Independence Ave., S.W., Washington, DC 20201.

May 8 World Red Cross Day American Red Cross, National Headquarters, 17th and D St., N.W., Washington, DC 20006.

For a complete 1986 National Health Observances calendar, call the National Health Information Clearinghouse at (800) 336-4797.

**SPRING FOCUS:
GARDENING CLUBS**

With spring at our doorstep, why not begin a new program that's sure to "grow?" Start an employee gardening club or look into providing garden plots if your company has some available land.

According to a recent national gardening survey, households involved in one or more kinds of lawn and garden work increased from 71 million in 1984 to 74 million in 1985. At the same time, the number of "traditional" families has decreased to an all-time low -- only 4 percent of U.S. households. With more families having two or more wage earners, why do so many of them find time to garden? Because they like the taste of homegrown vegetables and because they enjoy gardening, the survey found. Saving money is not a major consideration anymore.

Saving time, however, is a big consideration. To help, John Deere has developed a booklet called "Vegetable Gardening Know-How," 12 pages of tips and information on how to plan a garden, start seeds indoors, reduce weeding, troubleshoot garden problems and more.

To order this free booklet, send your name and address to:
Dept. D-905, John Deere, Moline, IL 61265.

1986 MEMBERSHIP DIRECTORY

Watch for your copy of the 1986 Membership Directory in the coming weeks. The improved directory, which lists companies by regions and chapters, will be mailed directly to all organizations. In addition, it will include an alphabetical listing of members' last names and the Peer Network Directory. The Peer Network Directory will enable you to consult fellow members who have knowledge in a particular area of concern.

FISHING CONTEST

A total of 96 entries were received for the 1985 NESRA-AFTMA (American Fishing Tackle Manufacturers Association) Fishing Contest. Tournament Coordinator, Dale R. Hails of Dofasco, Inc. in Hamilton, Ontario, reports the following winners:

<u>Name/Company</u>	<u>Catch</u>
Edward Najbor, Dofasco, Inc.	4.12 lb. Smallmouth Bass
Thomas R. Lazenby, Phoebe Putney Memorial Hospital	13.4 lb. Largemouth Bass
E. A. Mielke, AT&T	1.4 lb. Bluegill
Fred Bohrer, Dofasco, Inc.	25.12 lb. Muskellunge
Jack Coburn, Dofasco, Inc.	20.4 lb. Northern Pike
Dennis Moeller, Honeywell	62.6 lb. Salmon
Vern Benshoof, 3M Club	61.2 lb. Lake Trout
Pat Caffery, Dofasco, Inc.	20.11 lb. Rainbow Trout
Ted Jeznach, AT&T	13.4 lb. Walleye

Congratulations to all winners and a special Thank You to Dale for another fine job of coordinating the contest. Each winner will receive a first-place trophy along with a prize donated by AFTMA.

MEMBERSHIP DEVELOPMENT by Pat Yandell, CESRA

NESRA members are the "lifeblood" of our organizations, and most certainly, vital to the success of local chapters! As a continuing feature, Keynotes will include a bi-monthly membership development column of helpful tidbits of information. Some will be from outside sources, but most from you and your chapters. We want to know what you're doing to build and retain members in your chapter, as well as any problems or concerns you have for NESRA or your chapter.

During the recent NESRA Board of Director meetings, the Membership Development Committee began to target some specific action plans for 1986-87. Any ideas you may have for this committee to consider at their next meeting in May, or for inclusion in this publication, should be forwarded to NESRA Headquarters.

The second annual "Chapter Seminar" will be held during the 45th Annual NESRA Conference & Exhibit, May 14, from 1 to 5 P.M. There will be an in-depth review of all chapter functions, and membership development will be included. Reservations are required; the cost is \$10. We hope you will sign up for this special seminar in addition to the conference itself. Watch for registration information to be mailed soon.

KEYnotes

THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

April 1986, Vol. 16, No. 4

PLUS ENLISTS NESRA'S SUPPORT

- At least 23 million adult Americans are functionally illiterate -- that is, their reading, writing, comprehension and simple math skills are below the fourth grade level.
- Many millions more are classified as semi-literate, with skills between the fifth and eighth grade levels.
- Experts say that in terms of low worker productivity, absenteeism, uneven product quality and lost management and supervisory time, the cost of adult illiteracy to corporations amounts to billions of dollars each year.
- Illiteracy is a serious national and local problem and a human tragedy for those concerned.

In response to these shocking facts, Project Literacy U.S. (PLUS) was created. At its center, ABC and PBS have joined in an unprecedented national collaboration to form a major national media/outreach effort to combat adult illiteracy.

Along with some 40 other national organizations, NESRA has pledged its support to the project.

On March 13, NESRA representatives met with Harold McGraw, Chairman of McGraw-Hill; James Duffy, President of Communications for ABC; Jack Harr, Project Director for PLUS; and other ABC personnel in New York. At that time, the motivational factors behind the project, the two operational phases and NESRA's role in PLUS were discussed.

As NESRA members pride themselves on their efforts to humanize the work place, increase productivity and reduce absenteeism, PLUS can reach the work force through NESRA in a very meaningful way. The Public and Government Affairs Committee is currently working on an action plan for NESRA's involvement. PLUS will be officially introduced at the Conference in Long Beach. James Duffy of ABC will speak on the project at the opening session on May 15. In addition, an article outlining the overall plans of and support for PLUS will appear in the May/June issue of Employee Services Management.

CREATIVE SOLUTIONS RESULT FROM DISSENT

Group decision-making can be improved when a dissenting view is presented, according to a new study. When minority opinions are voiced, groups become much more creative.

"A minority view stimulates you to take in more information, to consider more alternatives and to detect solutions that otherwise would have gone undetected," says Charlan Nemeth, a social psychologist at the University of California, Berkeley.

Nemeth's experiments showed that groups almost always went along with majority suggestions, whether or not they were right. People exposed to dissent, however, were more likely to solve the novel test puzzles and find additional correct solutions. Even incorrect minority views were shown to spark more strategies for problem solving.

"Forcing people to confront an opposing view challenges them to think," Nemeth says, "helping them come up with better, more original solutions."

Source: USA Today, 1000 Wilson Blvd., Arlington, VA 22209.

GUIDE TO MONEY MATTERS

Finding the right lawyer, financial planner, tax preparer or real estate broker can be a difficult and sometimes time-consuming process. "Money Matters," published by the American Association of Retired Persons in cooperation with the Federal Trade Commission, can make the process easier for you and your employees.

The publication can help you decide whether you need the advice of a professional and can help you select the right advisor. It also suggests basic questions to ask in advance:

- How much do your services cost? Are fees or commissions negotiable?
- Is it possible to schedule an initial consultation or get-acquainted interview at no charge?
- What credentials do you have to offer professional advice?

Depending on the type of advice you are seeking -- legal, financial, real estate or tax -- you may need to ask specific questions, suggested in the publication. In addition to information on selecting an advisor, you can also learn how to register complaints against a professional if you encounter problems.

To order a free copy, write: "Money Matters," AARP, Fulfillment, Washington, D.C. 20049.



National Employee Services and Recreation Association

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

1985 YEAR IN REVIEW

By Ronald C. Jones, President

1985 was a pivotal year for NESRA. In our everyday lives and jobs, we continue to experience change. NESRA is not any different. In 1982 we planted the seeds of change; 1985 was the year they matured.

In the last few years we have experienced a tremendous amount of growth in chapters. A new chapter does not develop overnight. 1985 saw these chapters come of age. Leadership and commitment by our members made this progress possible.

Through the chapters, NESRA's regional development has evolved. Each year chapters are hosting more Regional Conferences than any year in NESRA's history. There has been an increasing amount of communication in our regions. Again, in 1985 we reaped the rewards of these changes.

The continued dedication at the chapter and regional levels is the backbone of NESRA. Such efforts chart the course of the future for NESRA.

Throughout this era of change, there was one thing that 1985 President Leroy Hollins maintained--providing leadership in employee services and recreation is the unchanging objective of NESRA.

NESRA's commitment is summed up in the challenge given us by our members. In 1985, the Board of Directors, staff and members realized it takes a cooperative effort to meet the challenges of the employee services and recreation field.



National Employee Services and Recreation Association

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

1985 YEAR IN REVIEW

By Patrick B. Stinson, Executive Director

As we rapidly approach our 45th Annual Conference and Exhibit, I would like to take a moment to look back on 1985.

There were several key areas that proved to have a stabilizing effect on NESRA.

MEMBERSHIP DEVELOPMENT

In 1985, membership increased by 14%. Specific membership categories increased as follows: General members up 17%, Chapter members up 14%, Academic members up 35%, Student members up 13% and Associate members even.

A continuing effort was made to develop new chapters. We currently have 37 chapters in NESRA and feel there is potential for many more. In addition, we increased our efforts to assist chapters in their own membership development.

FINANCIAL PICTURE

1985 was the second year in succession in which we experienced sound financial growth. Major factors included increased membership and a successful Annual Conference and Exhibit, (which had a record number of exhibit booths). This is a positive trend for NESRA.

HEADQUARTERS

As in any small staff situation, staff turnover, caused by pregnancies and career goal changes, had an effect on headquarters operation. By the end of 1985, however, all staff problems were resolved and a positive staff began the new year.

We also continued our progress in the computerization of headquarters administration. This is an ongoing process with the goal of serving our members more efficiently.

I have highlighted only three key areas in 1985 of the many integral parts that make up NESRA. In the human resource management field, we are the oldest association but a young profession. The diversity of our membership creates many challenges for NESRA. The year 1985 laid the groundwork for helping us meet those challenges.

OVER

NATIONAL EMPLOYEE SERVICES RECREATION ASSOCIATION

STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE
DECEMBER 31, 1985 (AUDITED)

ASSETS

1985

CURRENT ASSETS

Cash	\$ 94,717
Accounts Receivable	26,915
Prepaid Expenses	8,907
Deposits	<u>3,789</u>
	\$ 134,328
	=====

LIABILITIES AND FUND BALANCE

CURRENT LIABILITIES

Accounts Payable	\$ 9,480
Accrued Payroll Taxes	3,039
Deferred Income	<u>88,021</u>
	\$ 100,540

FUND BALANCE

	<u>33,788</u>
	\$ 134,328
	=====

1985 YEAR END

REVENUES	\$ 441,246
EXPENSES	<u>410,801</u>
EXCESS OF REVENUES OVER EXPENSES	\$ 30,445
FUND BALANCE - Beginning of Year	<u>3,343</u>
FUND BALANCE - End of Year	\$ 33,788
	=====

**MAY: HIGH BLOOD
PRESSURE MONTH**

May is National High Blood Pressure Month. Why not take the opportunity to join organizations nationwide in educational efforts? Special events -- including health fairs, screening and referral programs, and speaker presentations -- can help emphasize the importance of high blood pressure control.

Facts include:

- Approximately 58 million Americans have high blood pressure -- almost 30 percent of the adult population.
- Elevated blood pressure, if left untreated, can lead to stroke, heart failure or kidney disease.
- Although high blood pressure usually has no physical symptoms and cannot be cured, it can be treated and controlled.
- More than half of all hypertensives are aware of their condition, yet only 10 percent maintain treatment that keeps their blood pressure under control.
- Medical experts do not know the cause of most high blood pressure, but research findings suggest that excess sodium intake and obesity are often associated with the disease.
- Annually, high blood pressure is cited as the primary cause of 60,000 deaths due to strokes and as a contributing factor in 1.5 million heart attacks.

For more information, contact: High Blood Pressure Information Center, 120/80 National Institutes of Health, Bethesda, MD 20892. (301)496-1809.

**PROMOTE HOME
SAFETY**

With the arrival of warm weather, families across America turn to the task of spring cleaning and home repair. But many of the products and tools they will use are potentially dangerous. Each year more than four million Americans -- particularly children -- are disabled by home accidents and 27,000 deaths result.

Many of these misfortunes are the result of leaving common household items -- cleaners, oil, ladders and paint -- in places where they can cause accidents or fall into the hands of unknowing youngsters.

The Council on Family Health offers a free "First Aid in the Home" chart, which tells what to do in the event of poisoning and other household emergencies. Single copies are available free by writing: Council on Family Health, 420 Lexington Avenue, New York, NY 10017. Additional copies are 50 cents each or can be ordered in bulk at reduced rates.

CONFERENCE UPDATE

A record number of attendees are expected to gather at the 45th Annual Conference and Exhibit, May 14-16, on the Queen Mary in Long Beach, California. The exhibit hall is sold out. If you have not yet registered, don't miss the oceans of opportunity that await you. Send your registration form to Headquarters right away.

1986 AWARDS PROGRAM

The 1986 National Awards Program drew a record number of entries from 47 companies. The 146 entries represented an increase of 35 over the number of entries received in 1985. Entries are now in the hands of awards judges who are busy determining who the winners will be. NESRA would like to thank all those who participated and wish good luck to all.

All award winners (excluding promotional contest #4) will be notified prior to the Conference so that they can plan on attending the Management Luncheon on May 16 to receive their awards. All winning entries will be on display at the Conference near the NESRA registration area.

CHAPTER EXCHANGE By Kathy Carney

MARES Spring Vendor Show

This year's MARES vendor show (associate members) had a new ingredient -- fun. In the past, the vendors set up their booths in a hall, all members were invited to attend and the event met with moderate success for both the general and associate members. After reviewing the 1986 plans with a newly formed vendor representative committee, new ideas started forming. They suggested having only one show a year instead of two, talking it up so that many members would want to attend, and putting some pizzazz into it.

Here are some items that made the Spring Aboard Vendor Show a success: prizes for members bringing an organizational non-member (a MARES designer coffee mug and special drawing), a DJ for a festive effect, "lucky" cards mailed out with the meeting notices, a MARES booth at the show, gifts for all potential members along with an information packet, free buffet and more.

The most important thing that was done was to listen to the needs of the associate members. This needs assessment was vital to the show's success.

For more information regarding this event, contact MARES Coordinator, Joanne Haynie at 617/391-2421

THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

May 1986, Vol. 16, No. 5

RECREATION LIABILITY CRISIS

To communicate the impact of the liability insurance crisis on all elements of recreation, the American Recreation Coalition's Task Force on Insurance Concerns has developed a white paper on the issue.

"The paper documents the devastating effect that the insurance crisis has on all portions of the recreation community--from manufacturers to service providers to, ultimately, the individual recreationist. Limited availability of liability insurance and skyrocketing costs of coverage, regardless of past loss histories, are crippling the industry to a dramatic degree," states ARC President Derrick Crandall.

If the current trend continues, "not only will Americans be deprived of enjoyable, healthy--and essential--recreation, but as tens of thousands of jobs in the recreation and tourism industry disappear, countless communities will be deprived of the economic well-being that accompanies the natural partnerships of recreation and tourism," the paper points out.

A broader view of the insurance crisis' effect on recreation manufacturers, providers and consumers is explained in the Task Force white paper. Copies may be obtained by contacting the American Recreation Coalition, Suite 700, 1915 Eye Street, N.W., Washington, D.C. 20006, (202)466-6870.

GOVERNMENT INFORMATION SOURCE

Thousands of books, pamphlets, posters, magazines and maps are published by the federal government and are available at little or no cost. To find out what's offered, contact the following:

- The Government Printing Office has over 15,000 publications on a huge range of topics. For a free GPO catalog, write: "New Catalog," P.O. Box 37000, Washington, D.C. 20013.
- The Consumer Information Center sends out over 200 free or inexpensive booklets on subjects ranging from child care to financial planning. For a free listing of available topics, write: "Consumer Information Catalog," Pueblo, CO 81009.

Source: U.S. News & World Report, 2400 N Street, N.W., Washington, D.C. 20037-1196.

COMMON SENSE FOR HEALTHY BACKS

Back problems cause more absences from work than any other condition except colds, and 80 to 90 percent of all adults will suffer from back disabilities, says Dr. Robert Gaines, a University of Missouri-Columbia orthopedic surgeon.

Although the human back is probably one of the body's most poorly designed components, common sense can prevent many problems. Staying in good physical condition is the first step to a healthy back, and that means maintaining proper body weight and exercising.

"Exercise of all kinds takes weight off and maintains range of motion in the joints and flexibility," states Dr. Gaines.

Avoiding strenuous activities will help prevent back problems, too. When you must lift something, remember to bend the knees and use your whole body, not just your back, to do the lifting.

Most back injuries are muscle sprains. "It's just like a sprained arm," explains Dr. Gaines. And the treatment is similar: apply either heat or cold (whichever's comfortable), and rest.

"If it's not better in a week, see a good doctor," he recommends. "If it's getting worse, it may be a disc problem."

Finally, Dr. Gaines adds a common sense rule to follow. "Do whatever doesn't hurt. Pain is Mother Nature's way of letting you know something is wrong."

DIET BOOK BUYING TIPS

On the heels of public criticism of best-selling diet book Fit for Life, a Purdue University nutritionist advises that a few tell-tale clues can help shoppers spot bogus diet books.

Olivia Bennett Wood is a Purdue professor and a member of the Indiana Governor's Council for Physical Fitness and Sports Medicine. "Just look at the jacket of the book, the introduction and the table of contents," she says. "In five minutes you can tell if what's inside is likely to be nutritionally valid."

Wood says shoppers should be leery of books that:

- Exclude one of the four basic foods groups
- Call for taking vitamin supplements
- Promise weight loss greater than 1 or 2 pounds a week
- Claim a single food or food group is a magic key
- Require you to skip meals
- Set a limit below 1,000 calories/day without constant medical supervision
- Disregard the importance of exercise
- Promote a product

PROGRAM POSSIBILITY:
ETHNIC DINNER

"A most delicious evening has been concocted for the next MMC Ethnic Dinner. Aviary Restaurant is the site on March 20 at 7 p.m. for a real "gator grabbin" Cajun Dinner. In pleasing your pocket as much as your palate, this evening's cost is \$11.75 including tax and gratuity.

"Head Chef Pat Frederricks has drawn on the rich Louisiana Cajun-Creole heritage to develop a mouth-watering menu reflecting the special flavors and spices of Cajun cuisine."

So read the announcement appearing in the Source newsletter of Mayo Medical Center in Rochester. This appetizing menu followed:

MENU

Hoe Cakes, Spoon Bread, Biscuits	Shrimp Etouffe'e
Louisiana Shrimp Boil	Corn Maque Choux
Gumbo Ya-Ya	Seasoned Rice
Red Beans w/Andouille	Potato Salad w/Green Onion
Smoked Sausage	Pecan Pralines
Cheese and Hot Pepper Chicken	Key Lime Pie

Why not plan a series of ethnic dinners for your employees? By taking sign-ups in advance, a special menu and reserved area can be arranged with local restaurants. It's a great way to offer the opportunity to taste a variety of ethnic foods.

**BLOOD DONATION
FACTS**

Planning a blood drive? The following facts about donating blood may be interesting to post:

- The average adult has 10-12 pints of blood.
- A donation is only one pint.
- After donation, blood volume returns to normal within 24 hours.
- Donors must wait eight weeks between donations.
- Due to the use of "component therapy," as many as three people could be helped by each pint of blood donated.
- You cannot catch AIDS from donating blood.
- Donors should eat prior to donating.
- The most common blood type is O positive (37 percent of the population); the rarest is AB negative (less than 1 percent of the population).

Source: This Week, The Gates Rubber Company, Box 5887, Denver, CO 80217.

BOWLING TOURNAMENT
WINNERS ANNOUNCED

324 teams from 29 companies participated in the men's, women's and mixed divisions of NESRA's 15th Annual Mail-O-Graphic Bowling Tournament, co-sponsored by Brunswick Recreation Centers. The tournament's national team winners are:

Men's Division: "Fultz," Burns Harbor Activities Association
Women's Division: "Hi Rollers," The Boeing Company
Mixed Division: "Mixed Up," Rockwell International

Regional division winners are as follows:

Region II: Men's: "Gutter Guzzlers," Babcock & Wilcox
Women's: "Gutter Dusters," Western-Southern Life
Mixed: "#4," Babcock & Wilcox
Region III: Men's: "Power Spinners," Motorola
Women's: "#9," Ball Memorial Hospital
Mixed: "B's & C's," Burns Harbor
Region IV: Men's: "Old Goats," Pensacola NAS
Mixed: "Dip Stix," DuPont
Region V: Men's: "Townsend #1," Townsend Engineering Co.
Women's: "Strike Sisters," Kohler Company
Mixed: "Next Time," Control Data Corp.
Region VI: Men's: "The Babies," Phelps Dodge Refinery
Women's: "Top Five," Phelps Dodge Refinery
Mixed: "King Pins," Lewisville Texins Assn.
Region VII: Men's: "Turkeys," The Boeing Company
Women's: "Foul Balls," The Boeing Company
Mixed: "Atta Boy Girl," GA Technologies
Region VIII: Men's: "Cokemaking Maintle," The Algoma Steel Corp., Limited
Mixed: "3M Canada #1," 3M Canada, Inc.

Prizes will be donated by Brunswick. Special thanks go to Jack Jarvis, tournament coordinator, of Kohler Company; his assistant, Rosanne Latham; and to Randy Wagner of Brunswick Recreation Centers.

MEMBERSHIP
DEVELOPEMENT
by Pat Yandell,
CESRA

We can all be salespersons for NESRA and local chapters everywhere! Think about:

- Why you joined NESRA, either as a general member or a local chapter
- The contacts you've made through this professional network
- The new ideas you've received for your company's programs
- The time you've saved not having to "re-invent the wheel" getting your organization or event going
- The educational opportunities provided through regional and national conferences
- The recognition and certification you have access to

Don't you know someone who does what you do in another company next door, down the street, across town or across the county? **II**
DO THEM A FAVOR--send them an application to join NESRA.

June 1986, Vol. 16, No. 6

BROCK COMMENDS NESRA'S INVOLVEMENT

NESRA's involvement with PLUS (Project Literacy U.S.) grows each day. At the national conference in Long Beach, Anderson Clark, Senior Consultant to ABC, spoke on PLUS and NESRA's vital role in the project. In addition, he presented a letter from Secretary of Labor Brock to NESRA President Ron Jones commending the association's involvement. The text reads as follows:

U.S. Department of Labor
Secretary of Labor
May 14, 1986

Dear Mr. Jones:

Thank you for giving me this opportunity to share with you some thoughts I have about the problems of adult illiteracy. I just can't think of anything that this country ought to be doing that is more important than giving people the opportunity to learn to read. And when I learned that NESRA has already become involved in Project Literacy U.S., I wanted to commend your leadership. As representatives of so many millions of America's employees and as exceedingly effective communicators within the work place, you ladies and gentlemen have a singular opportunity. No other organization in America has your special access to the American worker and, therefore, can so directly alert them to the staggering threat adult illiteracy poses to everyone in American industry. Without question, reading is now the basic work skill for employment in any industrial society, and will be even more important and essential as we approach the year 2000.

I don't have to add to any of the numbers, with which you all are probably already overwhelmed, except to say that coming out of my previous experience in the international trade area and into my present job as Secretary of Labor, I really worry about where this country is headed. Not so much in the short term--because we're still the most productive country in the history of mankind by any measure you want to use. We're more productive than Japan or anybody else we often worry about--now.

(continued on next page)

BROCK'S
MESSAGE
(cont.)

But at present, 29 percent of our young people are not finishing high school and 700,000 of those who do are getting degrees and can't read the degree they're getting. In fact, U.S. students top only students in the Third World in math. Students in every single industrial country in the world finished ahead of our students. Every one! Thirteen percent of U.S. adults are illiterate. Now that's one out of eight--and that's a conservative estimate--it could be worse.

Project Literacy U.S. has the combination of ingredients that will work. For the sake of those who need your help, for your own sake and the sake of Americans now at work, and for the nation itself, I ask your help. Join Project Literacy U.S. in your communities. NESRA can make a huge difference.

(signed) Very truly yours,
William E. Brock

21-DAY SALUTE
HONORS AMERICA

Did you know that 1986 is The Year of the Flag? The 99th Congress passed House Joint Resolution 424 which was then signed by President Reagan. The legislation calls for citizens to study the flag and its history and to display it more often. The Year of the Flag corresponds with the 100th anniversary of the Statue of Liberty (which will be celebrated on July 4).

In celebration, the Honor America committee is sponsoring a 21-Day Salute from Flag Day through Independence Day, June 14 to July 4. All organizations and communities are cordially invited to take part in this national tribute to Old Glory.

The following are a few ways suggested to Honor America:

- Encourage the display of the American Flag every day starting on June 14 and continuing through July 4.
- Organize parades, fireworks or band concerts.
- Plan a festival of American folk life with traditional food, dance, costumes and music.
- Promote visits to national monuments, museums or historic sites.
- Sponsor arts and crafts workshops, study forgotten skills, involve senior citizens, let grandchildren learn from grandparents.

For more information and ideas for your own 21-Day Salute, contact: the Honor America Committee of the American Historic and Cultural Society, Inc., 926 National Press Building, Washington, D.C. 20045.

IN SEARCH OF
THE PERFECT
CAMPGROUND

With summer upon us, many people are thinking about camping vacations. Your activities association may even be planning a group camping trip soon.

With over 8,000 public and nearly 8,000 privately owned campgrounds in the U.S., there is a campground located in or near virtually every national park and other popular vacation spot. The Recreation Vehicle Industry Association (RVIA) has developed the following list of information resources to help you pick just the right spot.

National Forests -- The Forest Service boasts 155 forests covering 200 million acres of land, with 100,000 miles of trails, 70,000 miles of streams and rivers, and about 7,000 developed campgrounds. For information on camping in the national forests, write to the individual forest supervisors. A list of all the forests and their addresses is available free from: Forest Service, U.S. Department of Agriculture, Office of Information, P.O. Box 2417, Washington, D.C. 20013.

National Parks -- There are more than 300 national park areas, including famous ones such as Yellowstone and Yosemite, and numerous lesser-known (and less crowded) ones. For a free color guide to both the forests and the parks, send \$.75 postage and handling to RVIA, Dept. FP, P.O. Box 2999, Reston, VA 22090. To obtain a brochure titled "Lesser-Known Areas of The National Park System," send \$4.50 to the U.S. Government Printing Office (GPO), Superintendent of Documents, Washington, D.C. 20402. Also, a handy booklet titled "Camping in the National Park System" can be ordered for \$1.50 from the GPO, at the same address.

National Wildlife Refuges -- The 428 National Wildlife Refuges have been established mainly for wildlife conservation, so recreational opportunities such as camping are allowed if those activities are compatible with conservation at each location. A list of refuges that permit camping is included in "National Wildlife Refuges--A Visitor's Guide." This publication is available for \$1 from the GPO (same address); specify stock #024-010-00660-9.

Bureau of Land Management Recreation Sites -- The Bureau of Land Management oversees 280 million acres of scenic outdoor recreation sites in the western U.S., including Alaska. For camping information write the BLM, Public Affairs Office, 1800 C Street, N.W., Washington, D.C. 20240.

U.S. Army Corps of Engineers Projects -- There are 53,000 campsites on Corps' projects nationwide. They are water-oriented recreation areas near lakes, rivers and oceans. For a free list of district offices where you can write for specific camping information, send a stamped, self-addressed envelope to U.S. Army Corps of Engineers, 20 Massachusetts Ave., N.W., Washington, D.C. 20314, Attn: Public Affairs Office.

PHOTO CONTEST
WINNERS

A grand total of 301 individuals from 48 member companies submitted 731 entries to this year's photo contest. A special thank you goes to contest Chairman George Stark of McDonnell-Douglas Corp. and his team of professional photographers who helped judge the entries. Thanks also to American Photo Group, CS Photo, District Photo, Inc., Employee Photo Service, USA, and Guardian Photo, Inc., who co-sponsored the tournament and donated prizes.

BEST IN SHOW

BALD EAGLE

Richard Cowen
AT&T

SLIDES

DIVISION WINNERS:

PHEASANT

Carol Winch
3M

COLOR PRINTS

MONET'S BOAT

Stephen Romano
Honeywell

B&W PRINTS

SAILBOATS

Gary Roehl
Am. Nat. Re.

CLASS WINNERS/NATURE:

PHEASANT

Carol Winch
3M

PASTEL PERFECT

Allan Anglund
AT&T

AFRICAN VIOLET

Dennis Robbins
Texas Instr.

CLASS WINNERS/SCENIC:

DAYS END

Bill Standke
Honeywell

MONET'S BOAT

Stephen Romano
Honeywell

SAILBOATS

Gary Roehl
Am. Nat. Re.

CLASS WINNERS/HUMAN INTEREST:

DALLAS FIRE

Russ Foster
Texas Instr.

MID-AFTERNOON

Philip Bocline
Combustion Eng.

YANKEE DOODLE

Raymond Rosario
Fed. Res. Bank

CLASS WINNERS/OPEN:

FOOTPRINTS OF TIME

Michael Fletcher
Lockheed

THE DREAMER

Rich Hansen
Coors

OLD FRIENDS

Guy Marlow
Lockheed

CHAPTER EXCHANGE
by Jim Alexander

PHIL/AERS Ticket Program

As NESRA's newest chapter, our Philadelphia association of some 85 companies is already into its second season of a popular and growing employee service--an individual mail-order ticket program for area entertainment opportunities.

The current catalog includes nine Associate Member offerings, ie. theme parks, cultural institutions, movie theatres. For ease of administration, only general admission activities without date limitations are accepted for the single-sheet order form that is sent to chapter members. After distribution to employees, the form is completed individually and sent with a check and stamped envelope directly to the chapter program administrator, who has the supply of tickets.

For more information on this popular service, please call Jim Alexander, PHIL/AERS administrator, at (609) 547-8284.



THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

July 1986, Vol. 16, No. 7

**SPREADING THE
WORD ABOUT
PLUS**

As community task forces work diligently to establish the network of literacy agencies and volunteers, the awareness phase of PLUS (Project Literacy U.S.) is about to begin. NESRA's role in this important phase can have a dramatic effect of the success of the project.

In September, PLUS will receive its kick-off from the two sponsoring networks, ABC and PBS. By publicizing these documentaries, NESRA members can help the cause enormously. An announcement in the company newsletter encouraging viewership of the programs listed below will go a long way toward educating employees about the problem of illiteracy.

The PLUS documentaries will air on:

ABC

Wednesday, September 3, 10 p.m. EST

"At a Loss for Words: Illiterate in America"

PBS

Wednesday, September 17, 8 p.m. EST

Documentary on community action against illiteracy
(title not yet available)

Other information to pass along...September has been proclaimed "Adult Literacy Awareness Month" by the President, as authorized by the United States Congress. September 7 is "Literacy Sunday" in the nation's churches. In addition, a Special Literacy Sunday Supplement will appear in many newspapers across the country. Also, beginning in August and running throughout the rest of the broadcast year, watch for public service announcements on illiteracy.

Get involved; spread the word about PLUS.

**NOW AVAILABLE:
NESRA/PLUS
VIDEO**

Copies of the NESRA/PLUS video, featuring NESRA President Ron Jones and ABC President, Communications, Jim Duffy, are now available through headquarters. All chapters and interested companies are encouraged to borrow a copy as soon as possible. Tapes are available in both 1/2 and 3/4 inch formats; contact Ken Cammarata to order a copy.

WHEN LIGHTNING STRIKES

When lightning strikes during a storm this summer, will you know the proper precautions to take for both your and your employees' safety?

Seventy percent of all deaths and injuries from lightning occur between noon and 6 p.m. If you're caught out on the golf course (or participating in other outdoor activities) when a thunderstorm hits, here are a few things you should know.

- Avoid the protection of a tree. Trees are ideal targets for lightning bolts.
- Avoid water. You don't have to be in the water to be jolted. The farther you are away from water the better.
- Isolated sun and rain shelters, found on golf courses, should be avoided unless they are equipped with lightning protection equipment.
- Stay clear of any metal objects including your golf clubs, flag stick, etc.

Golf carts can be dangerous. In an automobile you're surrounded by metal, thus well-protected. In a golf cart you're seated above the metal and also raised above the ground, an ideal target for a lightning bolt.

The best place to be during a thunderstorm is in the clubhouse. The next best place is in your automobile. To allow enough time to find adequate shelter, there is a simple way to figure how far you are from the storm.

Fortunately, lightning can be heard as well as seen. The distant rumbling of storm clouds provides an aerial alarm. An easy way to gauge your distance from the storm is to count the seconds that elapse between the lightning and the thunder. By dividing the number of seconds by five, you have an estimate of the number of miles you are from the storm. For example, if 10 seconds elapse between seeing the lightning and hearing the boom, the storm is only two miles away.

If you're stuck in the open, seek out the lowest possible ground such as a ditch or culvert. Try to avoid being caught projected above the landscape.

If you feel your hair stand on end, lightning is about to strike somewhere close. Crouch down, wrap your arms around your knees and lower your head. This way you'll be as low as possible and still have relatively little body area touching the ground.

Source: Tee Times, Golfers Advantage Club, RSG Publishing, Inc., P.O. Box 28083, Detroit, Michigan 48228-0083, (313) 582-8860.

VOLUNTEER
OPPORTUNITY
CLEARINGHOUSE

In most employee recreation and services departments, volunteers are active in maintaining successful programs. The same base of employees who volunteer at work also may be an excellent source of volunteers for community service.

One good way to get these individuals involved is to act as a clearinghouse for volunteer opportunities. The basic idea is to collect and publicize various community service openings, either through postings on the recreation bulletin board, the company newsletter, or a special volunteer flyer.

The following excerpt from New England Life's newsletter, The Wheel, is a perfect example of effectively publicizing such opportunities. Here, a list of openings appears with an employee's name and extension to contact for more information and other volunteer opportunities. The list includes the following type of entries:

"Spaulding Rehabilitation Hospital needs support volunteers for its medical library. This calls for a commitment of three hours per week.

"United Cerebral Palsy Day Activity Center needs 20 volunteers to assist disabled adults and their friends at an annual Friendship Dinner.

"CJP Interagency Volunteer Project needs people to work with Russian emigres in the areas of English as a second language, orientation and visiting elderly Russians to converse with them in English.

"Mystic Valley Mental Health Center is looking for a volunteer to work as a personnel secretary. A great way for a person to get some hands-on experience or for a retiree to use proven skills.

"New Hope Parent Aide Volunteer Experience needs volunteer parent aides to help parents under stress and at risk of child abuse or neglect. Training and supervision provided."

When compiling opportunities for your own volunteer clearinghouse, don't forget to include local literacy coalitions and the opportunities as volunteer tutors, as a part of the national PLUS campaign.

RECOGNIZING
VOLUNTEERS

When volunteers are active in your programs, recognition is important to reward and motivate. At Nationwide Insurance, activity reps can earn the Yellow Rose of Distinction and blood donors the Heart of Hearts. Also, a reception honoring the volunteers is held, at which the company's chief officers circulate and personally thank the volunteers.

Do you have a special way of recognizing volunteers? Share it with other Keynotes readers.

NEW: INFORMATION
PAMPHLET SERIES

NESRA has developed a series of five information pamphlets as an introduction to the field of employee services and recreation. These six-page pamphlets were developed to assist the volunteer and part-time administrator by providing general information on the following topics: #1 - Benefits of Employee Services and Recreation, #2 - Volunteers, #3 - Fund Raising, #4 - Promotion/Publicity, #5 - Discount Services.

To order your free set, write Ken Cammarata at NESRA headquarters, 2400 S. Downing, Westchester, Illinois 60153.

1986 NESRA/NRA
RIFLE - PISTOL
TOURNAMENT

The NESRA/National Rifle Association's rifle and pistol competition consists of individual as well as four-person team matches in the categories of .22 caliber rifle, .22 caliber pistol, 10 meter precision air rifle and 10 meter precision air pistol.

National and regional winners were named in both individual and team matches. National winners are as follows:

<u>EVENT</u>	<u>WINNER</u>	<u>SCORE</u>
.22 Caliber Individual Rifle.....	P. Durben.....	200
	3M Company	
.22 Caliber Team Rifle.....	3M Company.....	784
.22 Caliber Individual Pistol.....	R.L. Plante.....	198
	Ford Motor Co.	
.22 Caliber Team Pistol.....	Ford Motor Gun Club...	755
.22 Caliber Individual Women's.....	S. Kulzer.....	195
Rifle	3M Company	
.22 Caliber Individual Women's.....	Y. Rosenworth.....	172
Pistol	Garrett Turbine Engine	
10 Meter Precision Individual.....	G. Kulzer.....	191
Air Rifle	3M Company	
10 Meter Precision Team Air Rifle.....	3M Company.....	742
10 Meter Precision Individual.....	W.W. Shope.....	196
Air Pistol	Ford Motor Co.	
10 Meter Precision Team Air Pistol....	Ford Motor Gun Club...	764
10 Meter Precision Individual.....	S. Kulzer.....	189
Women's Air Rifle	3M Company	
10 Meter Precision Individual.....	S. Kulzer.....	180
Women's Air Pistol	3M Company	

Special NESRA thanks go to Tournament Coordinator John Grubar, NRA director, competitions division, and his staff for running such a fine tournament.

August 1986, Vol. 16, No. 8

LEGISLATIVE UPDATE: LIABILITY, LEAVE AND REFORM

"The liability crisis is becoming a people's issue and not just a business, insurance and lawyer issue," according to the U.S. Chamber of Commerce's Washington Watch. A recent Harris survey showed that 69 percent think it is too easy for people to sue for damages, 63 percent think most cash settlements are excessive, and 80 percent blamed lawyers seeking contingency fees for the current flood of liability lawsuits. Organized labor has also joined in; the AFL-CIO issued a statement calling for tort reform.

The parental leave act continues to stir up controversy between critics and supporters, as it is expected to be voted upon this fall. Supporters of the bill, which would entitle workers to as many as 18 weeks of unpaid leave after the birth, adoption or serious illness of a child, include such diverse groups as the National Organization for Women, the U.S. Catholic Conference and organized labor groups. In Congress, supporters link the bill to needs of the work force, today nearly 44 percent female. Critics, led by the Chamber of Commerce and other business groups, say that while these are excellent benefits, Congress should not mandate them. If enacted, they say, the legislation may even hurt those it is designed to aid.

Final action on tax reform is hoped for by Labor Day. The Senate and House versions vary: On Individual Retirement Accounts (IRAs), for instance, the House allows a \$2,000 tax-deferred contribution yearly, reduced by the amount of contribution to a 401(k). In the Senate version, only employees not covered by a pension plan are eligible for tax-deferred IRA contributions but interest on all contributions remains tax-deferred.

PLUS REMINDER

Be sure to watch the PLUS (Project Literacy U.S.) documentaries on ABC (September 3) and PBS (September 17). And if you haven't already spread the word about this nationwide fight against adult illiteracy, there's still time--but don't delay!

The NESRA/PLUS videos, featuring NESRA President Ron Jones and ABC President of Communications Jim Duffy, are still available to borrow. This is an ideal way of introducing the project to your chapter; call NESRA headquarters to reserve a copy.

A LOOK
AT LEADERSHIP

Leadership is oriented toward achievement and purpose. The following will help you attain your goals:

BE OBJECTIVE: Keep open to new ideas. Weigh the facts and keep emotions out of your decisions.

LIKE PEOPLE: All kinds of people. Look for the best in people, don't look for their faults.

STIMULATE: Give reasons why people should do as you tell them.

BE COURAGEOUS: After careful study, take action. Don't act or fail to act out of fear alone. Keep risk factors at a minimum.

KNOW YOUR JOB: Walk about; stay in touch with employees at their jobs.

BE DETERMINED: Don't quit when the going gets tough.

PRACTICE SELF-DISCIPLINE: Avoid personal excess of any type. If you cannot control yourself, how can you expect to influence others?

BE COOPERATIVE: Don't wait to be asked. Volunteer assistance. Keep communications open.

BE ENTHUSIASTIC: Nothing worthwhile can be accomplished without enthusiasm.

BE AMBITIOUS: Set personal goals and set them high.

STIMULATE A CONCERN FOR QUALITY IN EVERYTHING.

KEEP HEALTHY AND IN SHAPE: Walk briskly as much as possible. Watch your weight. Get enough sleep and regular medical check-ups.

Be willing to work hard. You can't climb a ladder with your hands in your pocket.

Source: Management Strategy, Management Learning Laboratories, 501 South Sixth Street, P.O. Box M, Station A, Champaign, Illinois 61820.

HOTEL GUIDE
FOR NONSMOKERS

Travelers who would like accommodations reserved for nonsmokers can now refer to the Catalog of Nonsmoking Hotel Rooms--A Consumer Service. The guide is available for all 50 states or individual states, and the number of nonsmoking rooms at each location is indicated.

For more information, contact: Down Home Computer Services, 5713 Sam Houston Circle, Austin, Texas 78731, (512) 345-5188.

NATIONAL HEALTH
OBSERVANCES

Looking ahead on the National Health Observances Calendar, the following list offers good tie-in possibilities for employee service programs:

SEPTEMBER

Leukemia Society Month Leukemia Society of America, Public Education and Information, 800 Second Ave., New York, NY 10017.

National Emergency Care Month National Emergency Care Organization, 2080 Century Park East, Suite 1206, Los Angeles, CA 90067.

National Sight Saving Month National Society to Prevent Blindness, Public Relations Office, 79 Madison Ave., New York, NY 10016.

OCTOBER

Family Health Month Director of Communications, American Academy of Family Physicians, 1740 W. 92nd St., Kansas City, MO 64114.

October 5-11 National Fire Prevention Week National Fire Prevention Association, Batterymarch Park, Quincy, MA 02269.

October 7 Child Health Day Department of Health and Human Services, Division of Maternal and Child Health, Parklawn Bldg., Room 6-05, 5600 Fishers Lane, Rockville, MD 20857.

October 12 National Running and Fitness Day American Running and Fitness Association, 2420 K St., N.W., Washington, D.C. 20037.

October 13-19 National Disabled Americans Week Public Relations Director, National Easter Seals Society, 2023 W. Ogden, Chicago, IL 60612.

October 16 World Food Day National Committee for World Food Day, 1001 22nd St., N.W., Washington, D.C. 20437.

NOVEMBER

National Diabetes Month Public Relations Director, American Diabetes Association, 2 Park Ave., New York, NY 10016.

November 6-December 31 Christmas Seals Campaign American Lung Association, 1740 Broadway, New York, NY 10019.

November 19 Great American Smokeout American Cancer Society, 4 West 35th St., New York, NY 10001.

DECEMBER

December 7-13 National Drunk and Drugged Driver Awareness Week National Safety Council, 444 N. Michigan Ave., Chicago, IL 60611.

Please note: This is only a partial listing of observances in the coming months. For a complete 1986 National Health Observances calendar, call the National Health Information Clearinghouse at (800) 336-4797.

NESRA REGIONS
HOST CONFERENCES

Employee services and recreation managers can learn more about their field and successful management techniques while meeting other professionals at NESRA regional conferences. Upcoming conferences include:

Region III Conference & Exhibit

September 25-27, 1986, The Drake Oakbrook, Oakbrook, IL
Contact: Jesse Guerra (312) 840-4305, or Patt Cheney
(312) 337-1244

Region II Conference & Exhibit

October 29-31, 1986, Stouffer's Inn-on-the-Square, Cleveland, OH
Contact: Ken Evans (216) 622-8257

REGIONAL GOLF
TOURNAMENTS

This year two regions will be hosting golf tournaments. These tournaments are open to all NESRA members in the region.

Region VII Golf Tournament

August 29-September 1, 1986, Clarion Inn at McCormick Ranch, Scottsdale, AZ
Host: Hughes Fullerton Employees Assn.
Contact: Earl Skonberg (714) 732-9015, or Bob Couch
(714) 970-3735

Region IV Golf Tournament

October 10-12, 1986, Jekyll Island Hilton, Jekyll Island, GA
Host: Lockheed-Georgia Management Assn.
Contact: Pappy Brewer (404) 977-0075

CHAPTER EXCHANGE
by Tamra Torres, CESRA

Increasing Communication With Your Associates

In 1985, the Metroplex Regional Council for Employee Services and Recreation produced its first ever membership manual. One of the sections included in this manual was "Associate Offers." All associates were asked to complete a form detailing their offer, product, who to contact, etc. This was a great service to the member companies, giving them easy access to the offers.

This year, however, the Associates requested something in return. A proposed "Regular Member Section" is being developed by the Board of Directors. Each regular member was sent a questionnaire asking for a description of the company's program, if they have a company store, who to contact for different types of activities, and a variety of other questions. These will be compiled and sent to all members to add to their membership manuals. This way your associates know who to contact for what and have a better understanding about what each person does in his or her job. Regular members will benefit from this information also, by having a written record of what each company is involved in!

For more information, or a copy of either the Associate or Regular member questionnaire form, contact Tamra Torres, at Texas Instruments, Lewisville, (214) 462-4265.

September 1986, Vol. 16, No. 9

LAP BELT SAFETY QUESTIONED

According to a report from the National Transportation Safety Board, back seat auto passengers who wore lap safety belts were almost always more seriously injured in head-on collisions than those who wore lap-shoulder belts or no seat belts at all.

One case, reported in U.S. News & World Report, told of 11 children riding in a van that collided head-on with a heavy sedan at 25 m.p.h. Five of the pre-schoolers were not wearing seat belts and walked away with no major injuries. Of the six wearing lap seat belts, five sustained severe head, spinal cord and abdominal injuries, and one died.

While some praised the NTSB report, it also drew immediate criticism from such groups as the National Safety Council. T. G. Gilchrest, president, said, "We are deeply concerned by the implications that rear-seat lap belts might do more harm than good. Most people are better off wearing a lap belt than no belt at all."

The American Automobile Association said that lap belts save lives in rollover and other collisions where riders could be thrown from cars. Passengers thrown from cars during an accident are more likely to be hurt than if they remained inside.

One answer, urged by the NTSB, is to install lap-shoulder belts in the rear seats of American cars. These belts prevent many of the serious injuries associated with the violent pivoting action of the upper body when secured by a lap-only belt.

CAR SEATS RECALLED

The National Highway Traffic Safety Administration announced that nearly 200,000 children's car seats are being recalled; they failed to pass a simulated crash test.

Century Products of Stow, Ohio, is recalling 168,000 Model 100, 200, 300 and 400XL seats made from April 1985 to February 1986. Kolcraft Products of Chicago, Illinois, is recalling 31,000 Rock 'n Ride seats made from February through June 1985. The companies will make adjustments at no charge to consumers.

Source: U.S. News & World Report, 2400 N Street, N.W., Washington, D.C. 20037-1196

NUTRITIONAL GENDER GAP

"Why can't a woman be more like a man?" asked Henry Higgins in My Fair Lady. When it comes to nutrition, a lot of women ask that too.

It's much easier for a man to get all the necessary nutrients than for a woman because he can eat as much as 44 percent more without gaining weight, according to some nutritionists. Women also need more calcium and iron than men do. The same holds true for other vitamins and minerals. So, women are less able to afford empty calories.

Calorie need is related to size, gender and activity. The same factors relate to burning off calories, too. When a man and a woman participate in the same activity, he will probably use more calories. As a result, women are more likely to be overweight (10 to 20 percent above recommended weight for one's height) or obese (more than 20 percent above recommended weight.)

The health risks associated with obesity are many, including higher incidences of diabetes, heart disease and cancer. But the risks of dieting should not be overlooked.

Women seem more prone than men to embark on extreme diets or use hazardous medications in an effort to reduce weight. Dieters should bear in mind that the safest and most effective way to lose weight is to eat a balanced diet high in iron, calcium and other nutrients, but to eat less while increasing activity.

A deficiency in iron can cause anemia; a deficiency in calcium may contribute to osteoporosis. Both of these health problems are more common in women than in men.

A wise choice of foods, however, can help prevent both. The type of iron most effectively absorbed by the body is found only in meat, fish and poultry. Additional sources of iron include certain nuts and beans, whole wheat and enriched bread, spinach, eggs and raisins. Milk and dairy products provide calcium, as do sardines, salmon, broccoli, oranges, kale, and collard and turnip greens.

The Food and Drug Administration has prepared two booklets--"The Nutritional Gender Gap" (item 521P, free) and "Please Pass that Woman Some More Calcium and Iron" (item 522P, free)--to explain nutritional differences and to offer suggestions for women, including a listing of the calcium and iron contents of some foods.

For copies of these booklets, send your name, address and the item numbers to: F.M. James, Consumer Information Center, Pueblo, Colorado 81009. (You'll also receive a copy of the "Consumer Information Catalog" which lists more than 200 other free and moderately priced information booklets.)

TRAVEL TIP SHEET ON STOPPING THEFT

When scheduling a trip for employees, you try to think of every detail. But there are some things that happen en route--flight delays, lost baggage, illness--that you just can't anticipate.

Theft of one's valuables while traveling is such an occurrence that could ruin a vacation. Although you can do little to actually prevent the loss of your employees' valuables, a few tips in advance could go a long way in helping them avoid becoming a target for thieves.

Consider inserting a "Tip Sheet" in your group travel packets as a way to help protect your employee travelers.

USA Today offered these helpful hints to minimize losses:

- Don't be distracted by disturbances on the street or in subway stations. They may be diversions planned by thieves to draw your attention away from their actions.
- Regard your plane tickets as cash. They're often not refundable if stolen.
- Men, carry your wallets in a front pocket. Putting a rubber band around your wallet will make it harder to steal.
- Women, use a purse with a strong shoulder strap and carry it tucked under your arm. Look out for motor scooter thieves who can grab your bag and make a quick getaway.
- Beware of beggars, especially raggedy-looking children asking for money in Milan and other major Italian cities. They may be skilled pickpockets.
- Don't carry all your valuables--money, traveler's checks, passport, credit cards--in one place.

HEALTHY TRAVELERS

You can't have fun on a vacation if you aren't feeling up to snuff. A few "Healthy Traveler Tips" might be appreciated by employees, too.

Remind travelers to bring an extra supply of prescription drugs, as well as the prescription itself. Medication should be packed in carry-on baggage, not in checked bags.

Time-zone changes can mean trouble if careful scheduling is required for a particular medicine (such as insulin). Beware of letting too much time pass between doses.

Although no immunizations are required to travel to Europe, doctors recommend an up-to-date tetanus shot.

To make sure travelers "see" all the sights, they should carry an extra pair of glasses and the prescription for emergencies.

CHAPTER DEVELOPMENT:
THE KEY TO NESRA'S
GROWTH

NESRA's strength is in its local chapters. Currently, there are 37 local NESRA chapters in 18 states which include over 3,000 of NESRA's 4,000 members. NESRA will continue to grow only through the development of additional chapters.

At the present time NESRA is working on developing chapters in the following areas: Albuquerque, NM, Baltimore, MD, Charlotte, NC, Indianapolis, IN, Jacksonville, FL, Las Vegas, NV, Long Island, NY, Milwaukee, WI, and Orlando, FL. If you work in one of these areas and are willing to provide assistance in developing a chapter or know of any other potential chapter areas, please call Ken Cammarata, (312) 562-8130, for more information.

BUILDING YOUR
CHAPTER MEMBERSHIP

The recruitment of new members and the retention of current members is the responsibility of all chapter members. Obviously, changes in membership directly affect you and your organization. If, for example, membership goes up, your source of ideas and information increases, and associates will expand their list of clients and contacts. On the other hand, if members are not rejoining each year, missing meetings or not passing the information about the chapter on to others if they leave, the membership begins to dwindle.

The following are some suggestions from Region VI members on recruiting new members: Where does your neighbor work? Your brother-in-law? Your father? What company is located next to yours? Who is in charge of personnel at your bank? Your grocery store? These are the easiest ways to get a new company involved.

Find out who the person is in this company that either handles discounts, works in personnel, or has an interest in employee services and fitness. Then send that person a membership brochure, give them a personal call and invite them to a meeting. Take them to lunch and share with them what the chapter is all about. It's really such a simple way to get new members.

How about tapping another resource--your associate members. The Metroplex Regional Council of Dallas/Fort Worth sent a letter to their associate members asking them to provide two names of clients who aren't already members of the chapter. Even if half these clients decide to join, all associates would have access to a sizable group of new contacts.

Recruitment picnics, parties and outings are all good ways of gaining new members. The St. Louis chapter used a picnic to attract company representatives. At the picnic they showed the NESRA slide show (available at no charge from headquarters) and promoted the chapter's purpose and goals.

October 1986, Vol. 16, No. 10

UPDATE:
TAX REFORM

How will tax reform affect employee services and recreation?
Here are a few of the ways, as reported by U.S. News & World Report:

- Service awards and safety achievement awards will not be taxable and will be deductible by the employer, provided certain requirements are met. The award generally can't be worth more than \$400 but in some cases can go up to \$1,600.
- Retirement awards will also be tax-free under the new law. Here, limitations on the value of the award are not stipulated but the value must be related to length of service.
- Employer provided educational assistance and group legal plans will remain tax-free through 1987. The new bill reinstates these deductions for both 1986 (retroactively, as these exclusions had expired at the end of 1985) and 1987.
- A new \$5,000 cap is effective next year on the exclusion for employer-paid dependent care.

GREENWAYS AND
BLUE HIGHWAYS

The American Recreation Coalition, of which NESRA is a member, met on September 23, 1986, in Washington, D.C. The Recreation Roundtable featured statements by and discussions with members of the President's Commission on Americans Outdoors concerning funding, resources and institution issues.

The Commission has spent the past year assessing the current situation of America's outdoors and listening to the testimonies and recommendations of countless organizations.

One highlight of the discussions was the Commission's recommendation for a system of "Greenways." This national preservation program would conceivably allow a person to travel to every corner of the United States in a solid, well-preserved outdoor environment.

A closely related system of "Blue Highways," aimed at making secondary highways more scenic for travelers, was also presented to the Roundtable.

HIRING:
TWO PERSPECTIVES

When looking for a new employee, managers are impressed by good communication skills and knowledge of the company. When looking for a job, managers most often get one by networking, according to a career strategies survey conducted by the Administrative Management Society.

The nationwide survey, based on responses of 292 managers from companies of all sizes and industries, looked at hiring from two perspectives: the general hiring policies of companies and the individual career strategies of the managers themselves.

The survey found that another 46 percent of the managers dislike it when applicants are not prepared for the interview, with little or no research on the employer. The same number say that a major irritant is candidates with no real interest in the job--they're just shopping around.

Where do the companies go for new employees? The survey found that 70 percent of employers look to their current work force for referrals to potential candidates. About as many, 67 percent, will choose candidates for interviewing through the standard resume and cover letter. Another 45 percent rely on referrals by search firms, employment agencies and college placement offices.

When asked how they got their own current position, the greatest percentage of managers, 24 percent, used networking. They found out about their present job through referral by friends, relatives or other contacts. Another 23 percent found their current position through search firms, employment agencies or college placement offices. About 21 percent found their jobs through want ads and 13 percent found out about the job through resources within the company (other than personnel).

The survey also examined what qualifications employers look for when making a hiring decision. Most, 82 percent, look for experience related to the job. About the same number seek communication skills, as well as enthusiasm and motivation. About 65 percent of employers seek interpersonal/leadership skills and 57 percent put maturity high on the list of qualifications. About 22 percent rated scholastic performance as an important qualification for the job.

By company size, 73 percent of very large companies (over 10,000 employees) look for interpersonal/leadership skills when hiring employees, while 64 percent of these companies want experience. More of the small and mid-size companies, however, consider experience as the most important characteristic.

Of the female respondents, 90 percent think that work-related experience is the key hiring characteristic, compared to 77 percent of the male respondents.

Source: "1986-87 AMS Career Strategies Survey," 2360 Maryland Road, Willow Grove, PA 19090.

SMOKEOUT

Mark your calendar...November 19 is the day for this year's Great American Smokeout. Promoted by the American Cancer Society, the aim of the annual effort is to encourage a day without smoking across the country.

For more information, contact the American Cancer Society at 4 West 35th Street, New York, NY 10001.

SMOKING: THE GOOD NEWS

As you plan your own company's activities for the event, you'll need information to inspire participants. Too often it seems that smokers are bombarded with negative facts about the costs--both in terms of health and money--of smoking. To motivate your employees in a new, positive way, try telling them "the good news" listed below:

- A smoker's body will start the healing process within hours after he or she quits. Two years after quitting, the risk of heart attack is about the same as a non-smoker's.
- Fifteen years after quitting, the chance of dying from a smoking-related illness is no greater than that of a non-smoker, no matter how many years the person had smoked.
- Quitting smoking has more beneficial effects on ulcers than does the leading ulcer drug.
- Most adults now are non-smokers.
- Eighty-five percent of American smokers want to quit!

When proposing a plan of action to your employer, consider the following factors:

- More and more employees, including those who smoke, are now in favor of having their employers impose restrictions on smoking.
- Healthier, non-smoking employees save dollars for their employers in reduced absenteeism, fewer workers' compensation claims, lower maintenance and repair expenses, fewer accidents and lower insurance rates.
- Maintenance costs are less in non-smoking offices--no burns no window film, no ashtrays to empty. One company received a \$580 rebate from its janitorial provider after it banned smoking. Routine cleaning costs can be reduced by as much as 60 percent.
- Employers who have banned smoking altogether claim that the improvement in employee morale has more impact on company profits than savings in any other areas.

Source: Bureau of Business Practice, 24 Rope Ferry Road, Waterford, CT 06386.

NESRA WELCOMES
NEW CESRAS

NESRA congratulates the following individuals who recently passed their Certified Employee Services and Recreation Administrator exam.

Scott Baker - Xerox Corp., Webster, NY
Edith Beattie - John Hancock, Boston, MA
Joe Kopinski - Wisconsin Electric Power Co., Milwaukee, WI
Carol Strandberg - Int'l Signal & Control, Lancaster, PA
Elizabeth Sweigart - The DuPont Country Club, Wilmington, DE

They will be honored at the Management Luncheon during the NESRA Annual Conference & Exhibit, May 13-17, 1987, at the Hyatt Regency Hotel in Minneapolis, MN.

REVISED CESRA PROGRAM
TO BEGIN
JANUARY 1, 1987

The NESRA Certification Committee is currently revising the CESRA program. The revised program will take effect January 1, 1987. Changes will include new application procedures and exam questions. Also there will be a change in the fee amount. As a result, we will not be accepting anymore application requests for the current program. Those who currently have exams will have until December 15, 1986 to complete and send them to Jim McKeon, Certification Chairman. Information on the new CESRA program will be communicated to members as it becomes available.

NESRA BOARD ADOPTS
STRATEGIC LONG RANGE
PLAN

At the recent Board of Director's meeting in Minneapolis/St. Paul, the Board unanimously adopted a Strategic Long Range Plan for NESRA. The plan was developed by the SLRP committee during meetings August 26-28 in Chicago. According to Chairman Steve Edgerton of Xerox, "We accomplished a great deal in a short period of time." The plan will provide NESRA with a focused direction for activity in the next 3-5 years.

Some of the goals that NESRA will be working toward are:

- To establish employee services, recreation and fitness/health as an integral part of the human resources field.
- To facilitate networking and idea exchange between members.
- To communicate current and timely information regarding employee services, recreation and fitness/health.
- To develop the staff and member resources needed to accomplish the objectives of the organization.
- To define the standards for employee services, recreation and fitness/health professional certification and recognition.
- To initiate and/or support the development of new information and research impacting employee services, recreation and fitness/health.
- To provide educational opportunities and otherwise stimulate professional development.

A complete summary of the plan will be sent to all members in 1987.

THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

November 1986, Vol. 16, No. 11

UNRELATED BUSINESS INCOME TAX ALERT

Unrelated business income tax will be the subject of a comprehensive study next year by the House Ways and Means Oversight Subcommittee. Hearings could be held as early as February.

The focus will be wide...the entire unrelated business income tax statute, its application and relevance to the tax-exempt community. While all exceptions to the unrelated business income tax will be scrutinized, it's a safe bet that association trade show income will lead the list.

Insiders also point to an appraisal of "unfair competition" between non-profits and for-profits. The reason? Small business has been instrumental in bringing the issue to Congress' attention.

Some things that may be of concern to NESRA members are company stores, profits from fitness centers and logo items, along with profits from discount ticket sales.

If you have been subject to an IRS audit or have other information or concerns, please send these to the attention of NESRA's Vice President of Public and Government Affairs: Randy Schools, National Institutes of Health, 9000 Wisconsin Avenue, Building 31-A, B1 Level, Bethesda, MD 20892. He will be preparing NESRA's testimony for the House Subcommittee.

VOLUNTEER PROTECTION

The American Society of Association Executives Coalition for Volunteer Immunity (NESRA is a member of this coalition) is approaching 100 associations strong. It will meet in December to discuss strategy for enacting legislation to protect association volunteers in 1987. This will be particularly beneficial for members who have employee associations with volunteer boards.

Already, 14 states have taken steps in this direction. On the federal level, HR 5196 was introduced last summer by Rep. John Porter (R-IL). His bill would encourage additional states to enact their own volunteer protection measures. It's a high priority item as we look toward the 100th Congress.

RUSTOUT:
WHEN UNDER
EQUALS OVER

Much attention has focused on the result of being overloaded, overworked or too competitive--namely burnout. It's easy to conceive how doing too much of anything can lead to emotional and/or physical exhaustion.

But what about the same reaction being linked to a seemingly opposite group of behaviors. Psychological research is starting to investigate a phenomenon that has been labeled "rustout." The symptoms related to this condition are strikingly similar to those of burnout--depression, irritability, aggressive behaviors, apathy, increased psychosomatic complaints--but are caused by inactivity instead of overactivity.

It seems as if human beings need to experience a certain minimum level of stress or stimulation to be productive. Anything below this level fails to utilize one's available emotional and intellectual energy which ultimately may lead to symptoms similar to those of burnout.

Curiously, as with overwork, not everyone is affected by this condition. Some people are not concerned about their underutilized potential. This underscores the individuality of the stress response. If you are the type of person who tends to ruminate (or internally think over and "stew" about things) you may be a prime candidate for rustout.

Just as overwork, aggressiveness, competition and hurry are key words to the process of burnout; boredom, apathy, routine and meaninglessness are key words to the process of rustout.

So, what can you do about it? Several things:

- Just become aware of it. Consciousness about what causes stress in your life is the first step in taking the responsibility to change it.
- Begin to examine in what ways you have stopped achieving your potentials. This is a complicated process and you may need the assistance of a "neutral" outside party.
- Ask yourself what you aren't doing now that you know you need to do. Be honest with yourself. In what ways can you begin to take the necessary steps to achieve these potentials?
- Notice how much of your inner stress may be directly related to unrealized goals. It may be expressed in sarcasm, pessimism and negativity.

It seems as if the most healthy approach to your life involves achieving a balance between overwork and underwork. Just remember that the old saying, "I've got it made," is a myth. Very rarely does anyone fully achieve his or her potentials. It is an ongoing process that needs to be continually changed and re-worked.

Source: Excerpted from an article by C. Mark Anderson, Ph.D., in the Washington Mutual Wellness Extension, Washington Mutual Savings Bank, Seattle, WA 98101.

THE ABCs
OF PUBLICITY

Imagine...the big event is all set, and you're sure that your hours of planning have produced a winner. You've considered seeking publicity within the community but aren't sure how to approach the media or if your event would even be of interest to them.

Take a lead from the pros. They rely on successful techniques, such as doing press releases, visiting the media and making sure the event is newsworthy.

"News" is what you are trying to create. And news is anything that the local newspapers, radio and television think is news. To get the editors' attention, your story must be timely and interesting. So read the newspapers thoroughly and pay attention to the news and talk shows on radio and TV to see the kinds of stories they use.

Most news stories include at least one of the following elements:

- | | | |
|-------------------|------------------|-----------|
| • timeliness | • human interest | • tragedy |
| • novelty | • proximity | • humor |
| • public interest | • controversy | • money |
| • conflict | • secrets | |

When you write your release, use the inverted pyramid. That means that the most important facts are at the beginning and the less important facts are at the end. This allows for editors to cut from the bottom if they do not have space for the entire story.

The first paragraph is the "lead" (one or two sentences long). It catches the reader's attention by, usually, telling the "who, what, where, when, why and how" of your story.

The second paragraph is the "bridge" that gets the reader ready for the more detailed information to follow in later paragraphs, or "body." In the final part, you describe the organization sponsoring the event.

Use simple words, action verbs and short sentences. Keep the paragraphs short as well. Then ask a couple of unbiased people to read it. If they snooze off, pep it up.

When preparing the release for editors, use news release paper or your organization's stationery. On the left, type "FOR IMMEDIATE RELEASE" or "FOR RELEASE ON (a certain date)." On the right, give a contact's name and phone number--preferably both a day and night number. Then comes your "slug" or headline that tells a bit about your release information. Type the release double spaced with wide margins.

The ABCs of Publicity tells more about working with reporters and other techniques. To order, send your name and address and \$.50 to Department 455P, Consumer Information Center, Pueblo, CO 81009.

EMPLOYEE SERVICES
MANAGEMENT 1987
EDITORIAL CALENDAR

Here's a sneak preview of what's in store for 1987. If you see an area that sparks your interest and you'd be willing to share your knowledge--either by writing an article or offering information--let us know! Contact editor Joan Price.

FEBRUARY

Lunchtime Programs
Public Speaking
Recreation Programming for the Handicapped
Ride Sharing

MARCH

Latchkey Children & After School Child Care; Eldercare
Hiring the Employee Services & Recreation Employee
Organizing the 10K Run
Conference Preview

APRIL

Running Theme Parties
Ethics
Internships
Mergers

MAY/JUNE

High Risk Adventure Activities
Personal Goal Setting & Self Image
Working with Suppliers
Flex Time/Part Time Professionals
Exhibitors Listing

JULY

Urban/Rural Programs
Function Planning
Video/Film Rental
Trailing Spouse Assistance Programs

AUGUST

Cafeteria/Vending Machine Nutrition
Planning & Budgeting
Retiree Programs/Seniors
Conference Wrap-Up

SEPTEMBER

Weekend Getaways
Evaluating Speakers
Company Stores Without Walls
Travel Spotlight: Orlando

OCTOBER

Open Houses
Organizing Employee Associations/Successful Membership Drives
Military Recreation
Theme Parks: Beyond the Discount Card

NOVEMBER

Facility Design
Listening
Self Defense
In-House Resources

DECEMBER/
JANUARY

Recreation on an International Level
Stretch Breaks
Cafeteria Benefit Programs
Interview with NESRA President
Buyer's Guide and Services Directory

THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

December 1986, Vol. 16, No. 12

NATIONAL ELECTION RESULTS

Ralph Ferrara, CESRA and Manager of Employee Services at General Mills in Minneapolis, MN, has been elected to the office of President-Elect effective January 1, 1987. Ferrara has been a NESRA member since 1977 and has served on the national Board of Directors for six years. He also co-founded the Minnesota Employee Recreation and Services Council and is currently the Program Chairman for the 1987 NESRA conference.

Lt. Col. Ray Lapierre, CESRA, will retain his position as Vice President, Finance & Treasurer for another term. Lapierre is a 21-year Air Force veteran in charge of the 500-person staff of the Keesler Air Force Base Morale, Welfare and Recreation Division, which provides recreation opportunities for some 60,000 Keeslerites.

Sue Potter, CESRA and Human Resource Service Manager for the Nationwide Insurance Company in Columbus, OH, takes over the position of Vice President, Research & Professional Development. Potter is presently completing her term as NESRA's Region II Senior Director.

Jim McKeon, CESRA and Recreation Director for Cubic Corporation in San Diego, CA, has been elected to the post of Certification Chairman.

Marianne Flowers, Sales Manager for Sea World in San Diego, CA, has been elected as Associate Representative.

CALLS POUR IN FOR PLUS

"The ABC and PBS television awareness campaign (Project Literacy U.S.) begun only in September has already produced major results," says Harold W. McGraw, Jr., in a recent Business Council for Effective Literacy editorial.

"CONTACT Literacy Center in Nebraska, the national telephone referral system connecting potential students and volunteer tutors with local literacy programs, has been taking calls at the rate of 1,500 a day--and there is no way to estimate the presumably much larger number of calls being taken by local and state referral hotlines."

Source: Business Council for Effective Literacy, 1221 Ave. of the Americas, 35th Floor, New York, NY 10020, (212)512-2415.

EMPLOYMENT:
BACK TO BASICS

The ten most common job hunting errors show that many people unwittingly sabotage their own employment search by failing to pay attention to "the basics."

In a survey conducted by Costello, Erdlen and Company of Westwood, MA, hundreds of corporate recruiters, executive search firms, employment agencies and outplacement consultants were asked "what do you consider the major mistakes that prevent job seekers from securing a new position in today's work place?"

The experts most frequently cited the following points:

1. Poor resume -- This document is used as a screening device by most employers. If poorly prepared, it can quickly eliminate you from consideration.
2. Failure to network -- Friends, acquaintances and their referrals are the most effective job sources for most candidates, especially in senior level positions.
3. Limiting job sources -- Classified ads, employment agencies, executive search firms and college placement offices are valuable sources. Any prejudices toward these methods should be disregarded because thousands of candidates are hired annually through these sources.
4. "Canned approach" -- Pre-printed cover letters and generic telephone calls and resumes are viewed negatively by most employers who feel "if the candidate takes short-cuts in creating an initial impression, what can be expected after he becomes an employee?"
5. A 12-15 hour work week -- For the unemployed, a job search should be a continual 40-hour per week proposition. For the employed, new priorities must include the commitment of personal and vacation time to this effort.
6. Inadequate interview preparation -- No two interviews or corporations are alike. Responses must be timely, flexible, and address the specific needs of the employer.
7. Poor interviewing technique -- A give-and-take, honest relationship must be established during the interview.
8. Restricted job search -- Restrictions on geographic location, commuting time, size and type of company and other personal preferences should be secondary to examining all of the available opportunities.
9. Negative attitude -- Candidates who have all the answers, criticize their managers and second guess their employers are seldom invited for second interviews.
10. Poor physical appearance -- There is no excuse for poor grooming. If an individual does not demonstrate self-respect by creating a positive image, he is judged to be incompatible.

HAPPY HOLIDAYS

Is your company celebrating the holidays this season? Compare your holiday plans with those reported in an American Society for Personnel Administration Resource poll.

More than 97 percent of those companies surveyed plan to celebrate in some fashion. More of the 370 firms responding will sponsor company-wide parties than department/section parties, while some will have both.

A notable 34 percent of the respondents will not serve alcoholic beverages at their celebrations this year. Of the 242 companies that will include alcohol at their functions, 52 percent will pay for drinks, 19 percent will pay part of the cost, and 29 percent will not pay for drinks but will have them available.

Two-thirds of the company-wide parties will be held off-site. Dinner parties will be held by 43 percent of the respondents' firms, often including dancing. Thirty percent will have luncheon celebrations and 11 percent a get-together with light refreshments.

Let your fingers do the walking...toll-free.

Now there is a booklet that lists toll-free 800 phone numbers for state tourism bureaus, airlines, motels, hotels, car rental agencies, ski information and other travel information.

Copies of the seven-page Phone Booklet are available for \$2 from Scott American Corporation, Box 88, West Redding, CT 06896, (203) 938-2955.

FAMILY TREES

Help your employees trace their roots by sponsoring a genealogy club or workshop. By arranging a lecturer on the subject and providing a network to trade sources, employees can begin to chart their family trees.

For those with European ancestry, a source to start with is the Hamburg Historic Emigration Office in West Germany. This office has a wealth of records on emigration through Hamburg to North America from 1850 to 1914. Microfilm files hold information on nearly 5 million people from Poland, Russia and other Eastern European countries as well as Germany.

If an emigre's name and the year of emigration is supplied, the office can provide his or her age, occupation, marital status, number of children, city of origin and the ship's name, destination and date of sailing. The search costs \$30.

For details, write: Historic Emigration Office, Holstenwall 24, 2000 Hamburg 36, West Germany.

NESRA WELCOMES
NEW REGIONAL DIRECTORS

In January, the following new Regional Directors will be joining the NESRA Board of Directors:

Region I.....Scott Baker

Xerox Corporation
800 Phillips Rd., Rochester, NY 14580
(716) 422-4100

Region II....To be announced

Region III...To be announced

Region IV....Cheryl Merkersen

Lockheed Space Operations
3880 S. Washington St., Titusville, FL 32780
(305) 867-4100

Region V.....Jim Urick

3M Company
11455 20th St. N., Lake Elmo, MN 55042
(612) 733-6225

Region VI....To be announced

Region VII...Dave Baker

Xerox Corporation
701 S. Aviation Blvd., El Segundo, CA 90245
(213) 536-5693

NESRA ACKNOWLEDGES
NEW CESRA's

NESRA congratulates the following individuals who recently passed their Certified Employee Services and Recreation Administrator exam:

April Cooley - Naval Supply Center, Oakland, CA
Marci Kinnin - CIGNA Corporation, Hartford, CT
Gail Short-Jacobson - TRW, San Diego, CA
Vickie Tappero - Kaiser Permanente Medical Care, Oakland, CA
Ralph Weber - California State University-Fresno, Fresno, CA

They will be honored at the Management Luncheon during NESRA's Annual Conference and Exhibit, May 13-17, 1987 at the Hyatt Regency Hotel in Minneapolis.

REQUEST FOR
PROGRAM BROCHURES

To expand NESRA's resource network, members are asked to send a copy of their program brochure illustrating the organization's employee services and recreation program. This will help NESRA in two ways. First, it will help headquarters become more familiar with the types and variety of programs members offer and, second, this information can be shared with other members, providing them with additional program ideas.

Send your program brochure to Ken Cammarata, director of member services, NESRA, 2400 South Downing Avenue, Westchester, IL 60153.